

A background image of a glassblowing workshop. In the center, a glass vessel is being heated by a large, intense flame from a gas torch. To the left, another glass piece is being worked on. The scene is filled with the warm, orange and yellow light of the flames, contrasting with the dark, industrial environment of the workshop. The glass pieces are translucent and show some internal textures.

Stölzle Lausitz

GLASS IS NOT JUST GLASS

Training on the glass series
and their characteristics

PACKAGING CONCEPT AT

Stölzle Lausitz

PACKAGING CONCEPT

- The packaging concept appeals to HoReCa but especially also suitable for Retail and E-Commerce
- Represents a new and modern glow as well as a design driven approach
- Two distinct box designs are available



GIFT BOX DESIGN

- Intended for specific series and SKUs in 2-piece sets
- Features a front opening mechanism for a nice unboxing experience
- Targeted at premium/high-end retail and online retail channels

STANDARD BOX DESIGN

- Designed for 6-piece sets (applicable across all series and SKUs)
- Available upon request for 2-piece and 4-piece sets for client-specific projects
- Utilizes an automatic carton with a top-opening mechanism (standard)
- Available for HoReCa and Retail

THE COLOR SCHEME



RAW MATERIAL
Sand is a raw material
for the production of
our glasses



LIGHTWEIGHT
Sand color is a light
color highlighting our
lightweight glasses



MODERN ELEGANCE
Sand is the modern
elegance



INTERNATIONAL
Sand is an international
suitable color (e.g. Asia)

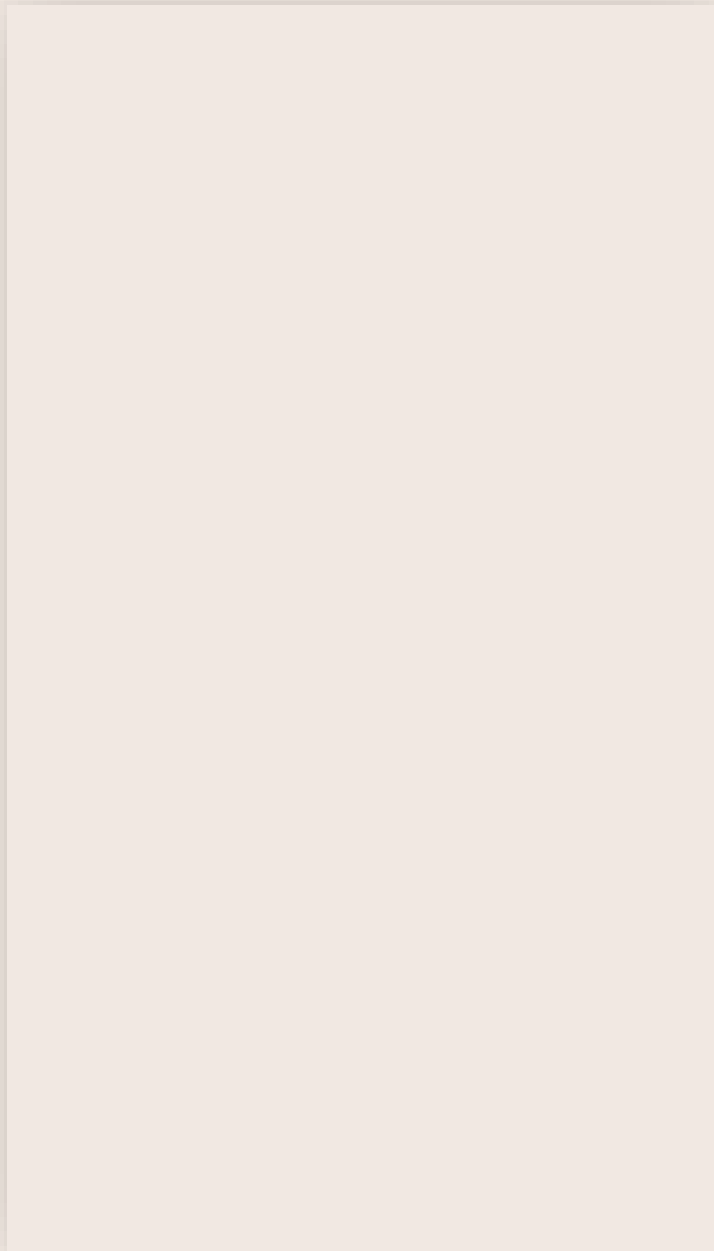
PRIMARY



FIRE ORANGE

Pantone Orange 165 C
0/74/100/0
#FF5100
RAL 2004

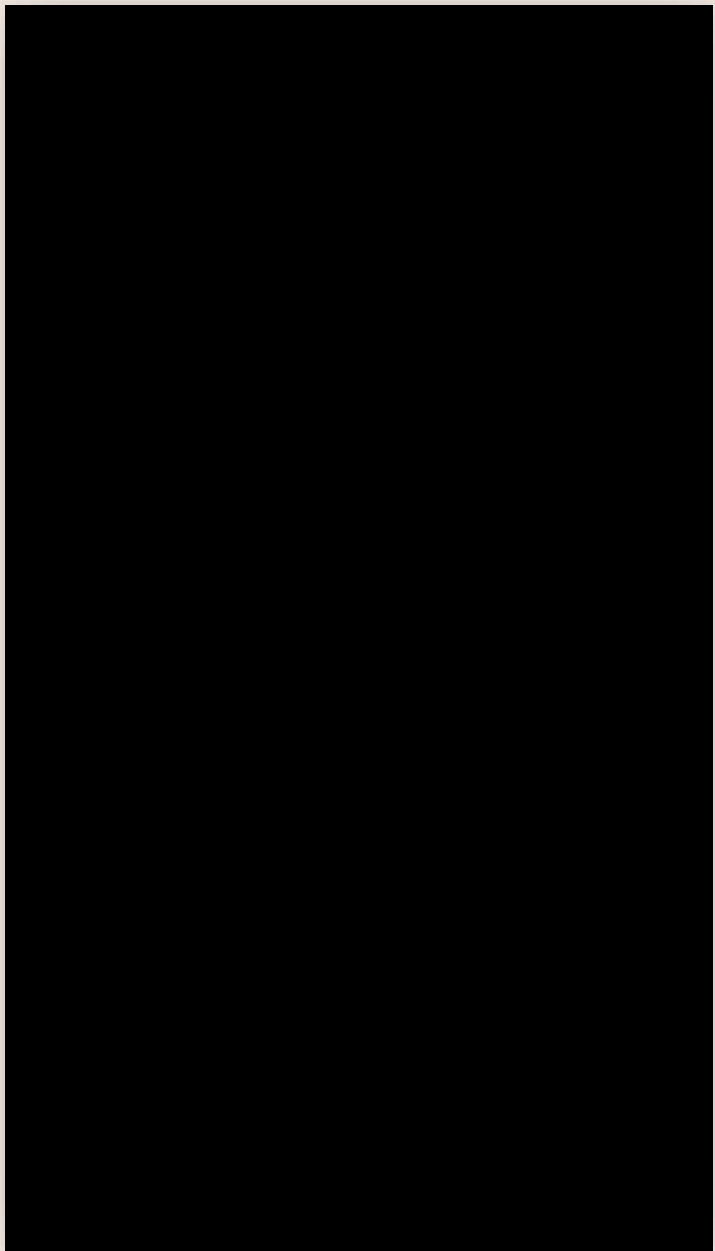
SECONDARY



SAND

Pantoe 4685 C
6/9/12/0
#F2E9E1

BLACK FOR DETAILS

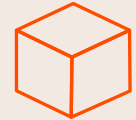


COAL

Pantone Black
60/40/20/100
#010811

HANDMADE LINE - GIFT BOX DESIGN

Q1 SERIES



2pcs gift box



Minimalistic design
thought as a gift box



Multicolor offset printing



Outside mainly natural
paper, inside in our fire
orange and text in black



Opening from the front for a
nice unboxing experience

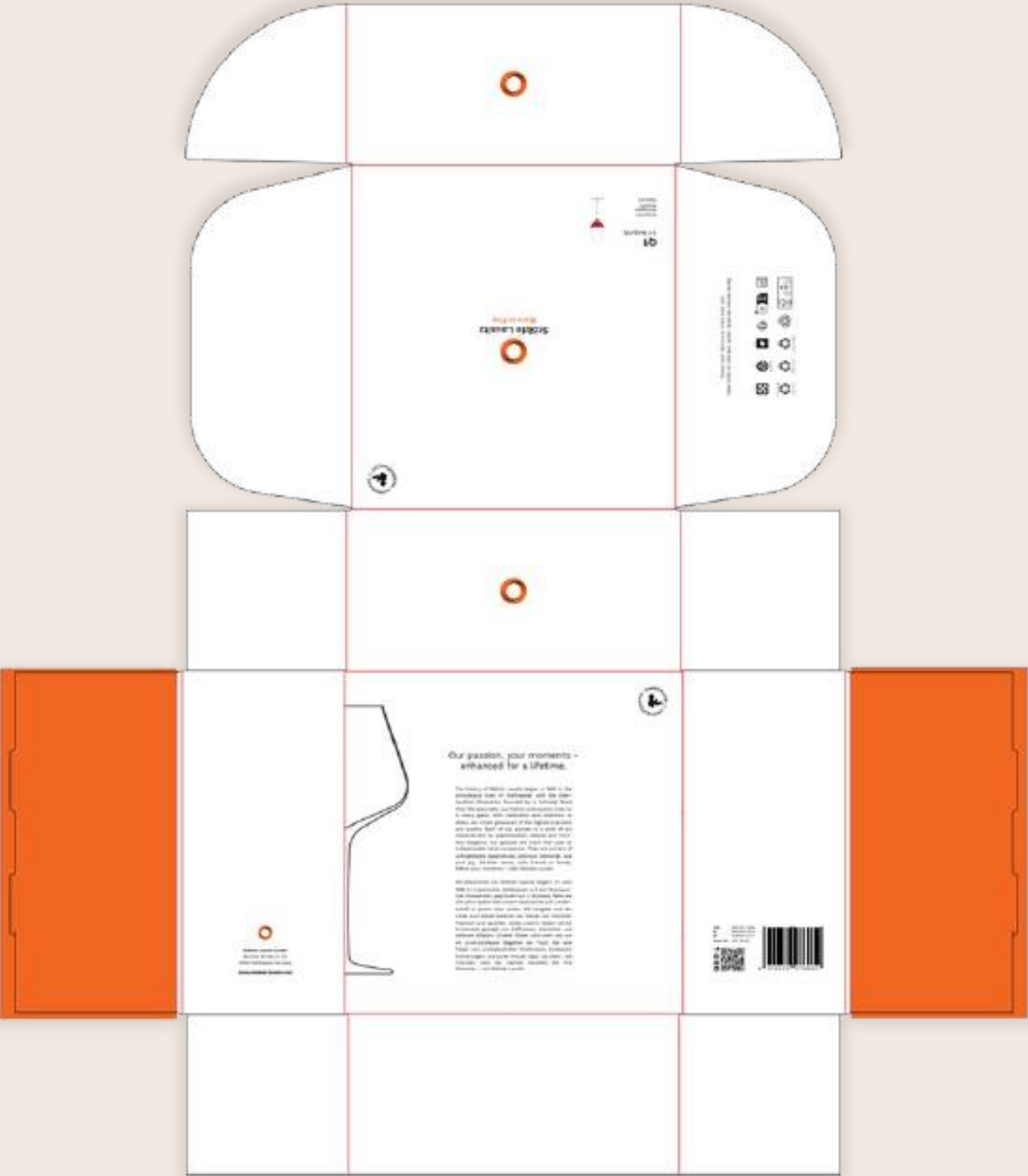


Information of the glass is
highlighted in a printed
„sticker“ on the front



HANDMADE LINE

Q1 SERIES - GIFT BOX IN DETAIL



PRESTIGE LINE - GIFT BOX DESIGN

Q1 SERIES



2pcs gift box



Minimalistic design
thought as a gift box



Multicolor offset printing



Outside mainly in sand,
inside in our fire orange
and text in black



Opening from the front for a
nice unboxing experience

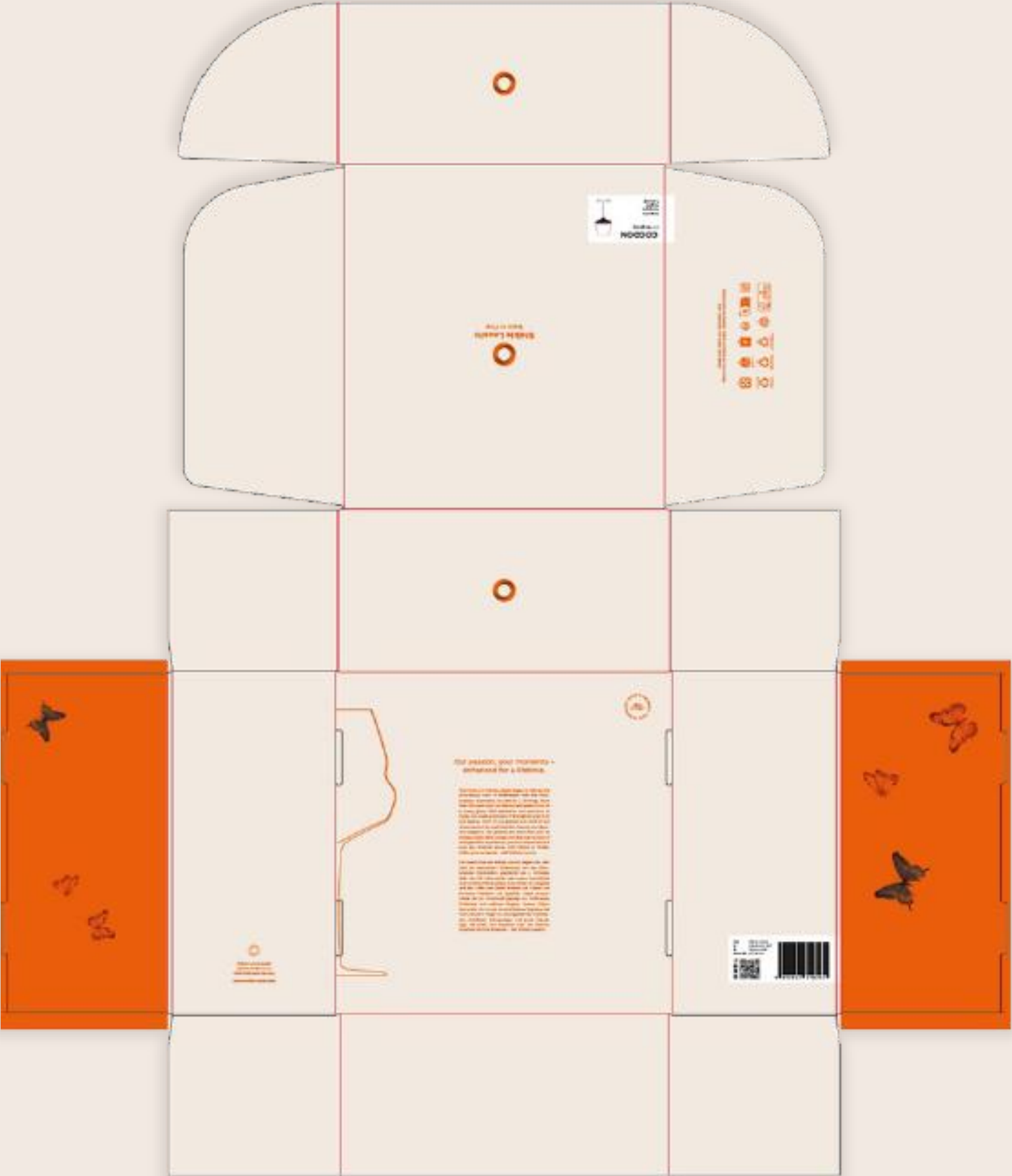


Information of the glass is
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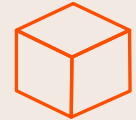


PRESTIGE LINE

GIFT BOX IN DETAIL



PREMIUM LINE - GIFT BOX DESIGN



2pcs gift box



Minimalistic design
thought as a gift box



Multicolor offset printing



Outside mainly in fire
orange, text in sand (no
printing inside)



Opening from the front for a
nice unboxing experience



Information of the glass is
highlighted in a printed
„sticker“ on the front

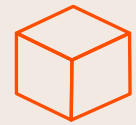


PREMIUM LINE

GIFT BOX IN DETAIL



CLASSIC LINE - GIFT BOX DESIGN



2pcs gift box



Minimalistic design thought as a gift box



Multicolor offset printing



Outside mainly in fire orange, text in sand (no printing inside)



Opening from the front for a nice unboxing experience



Information of the glass is highlighted in a printed „sticker“ on the front

Normally no 2 pcs gift boxes for the series of the classic line, only exceptions!



CLASSIC LINE

GIFT BOX IN DETAIL



GIFT BOXES OVERVIEW

HANDMADE

Artisanal feel with a natural material look and warm inner color.



PRESTIGE

Clean and refined appearance with a timeless, premium impression.



PREMIUM

Bold and vibrant presentation with a strong brand impact and modern edge.



CLASSIC

Timeless design with a balanced look - suitable for a wide range of products.



HANDMADE LINE - STANDARD BOX DESIGN

Q1 SERIES

-  6pcs set
-  Multicolor offset printing
-  Outside sand, inside in our fire orange and text in black (same as the prestige line)
-  Opening from the top (automatic carton)
-  Front: glass filled and unfilled, with main sku information
-  One side contains a text about the brand/company
-  Second side shows the complete range in 5 different languages: German, English, French, Spanish, Russian



HANDMADE LINE

Q1 SERIES - GIFT BOX IN DETAIL



- Short text about the history and the brand/company in general
- Information about other glasses within the series in 5 different
- languages: German, English, French, Spanish, Russian

PRESTIGE LINE - STANDARD BOX DESIGN



6pcs set



Multicolor offset printing



Outside sand, inside in our fire orange and text in black



Opening from the top (automatic carton)



Front: glass filled and unfilled, with main sku information



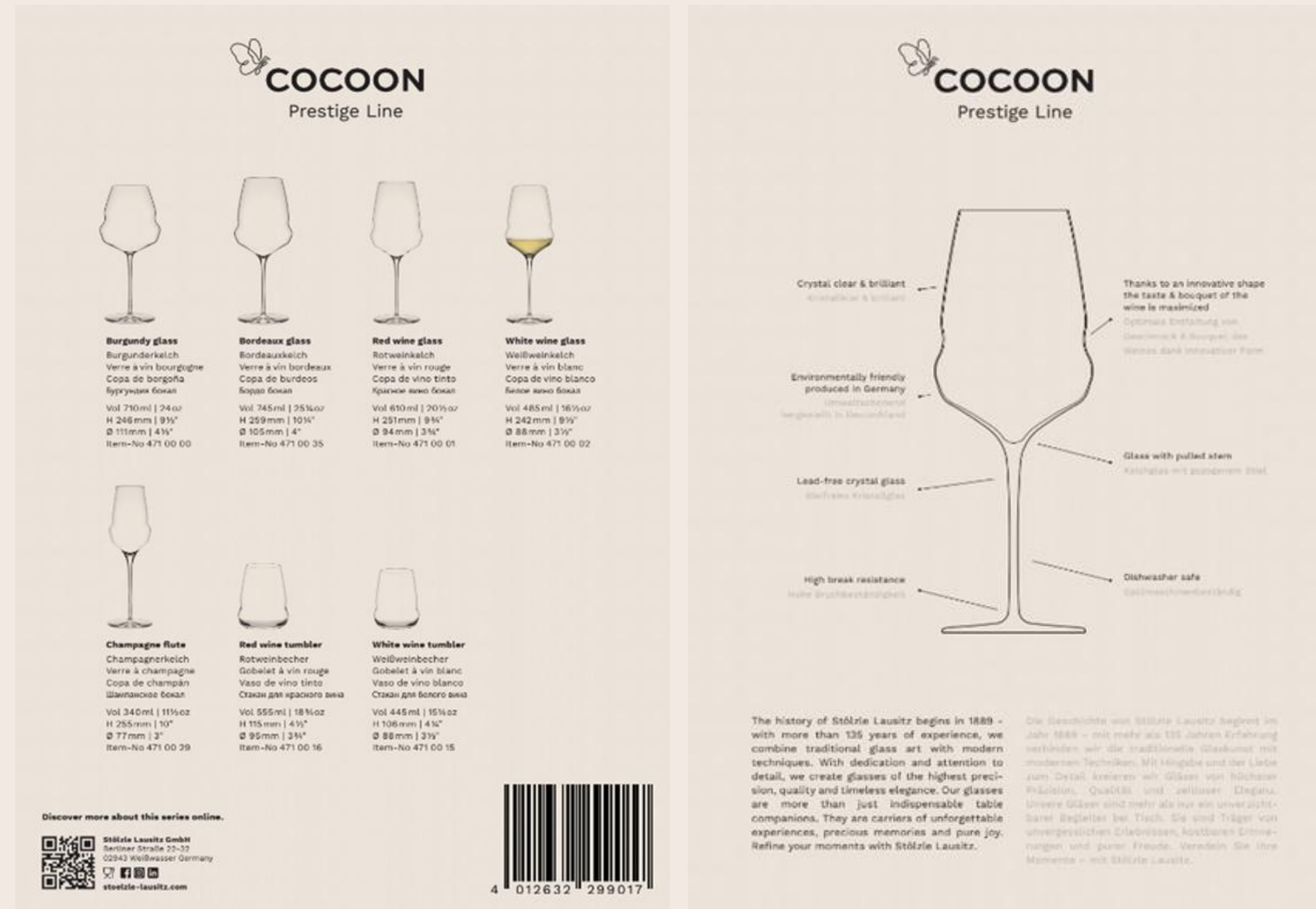
One side contains the USPs of the product and a text about the brand/company (in English & German)



Second side shows the complete range in 5 different languages: German, English, French, Spanish, Russian



PRESTIGE LINE - STANDARD BOX DESIGN



- One side contains short text about the history of STL and the company in general as well as the USPs of the glass
- Other side contains information about other glasses within the line
- in 5 different languages: German, English, French, Spanish,
- Russian

PREMIUM LINE - STANDARD BOX DESIGN



6pcs set



Multicolor offset printing



Outside fire orange & sand, text in black (no printing inside)



Opening from the top (automatic carton)



Front: glass filled and unfilled, with main sku information



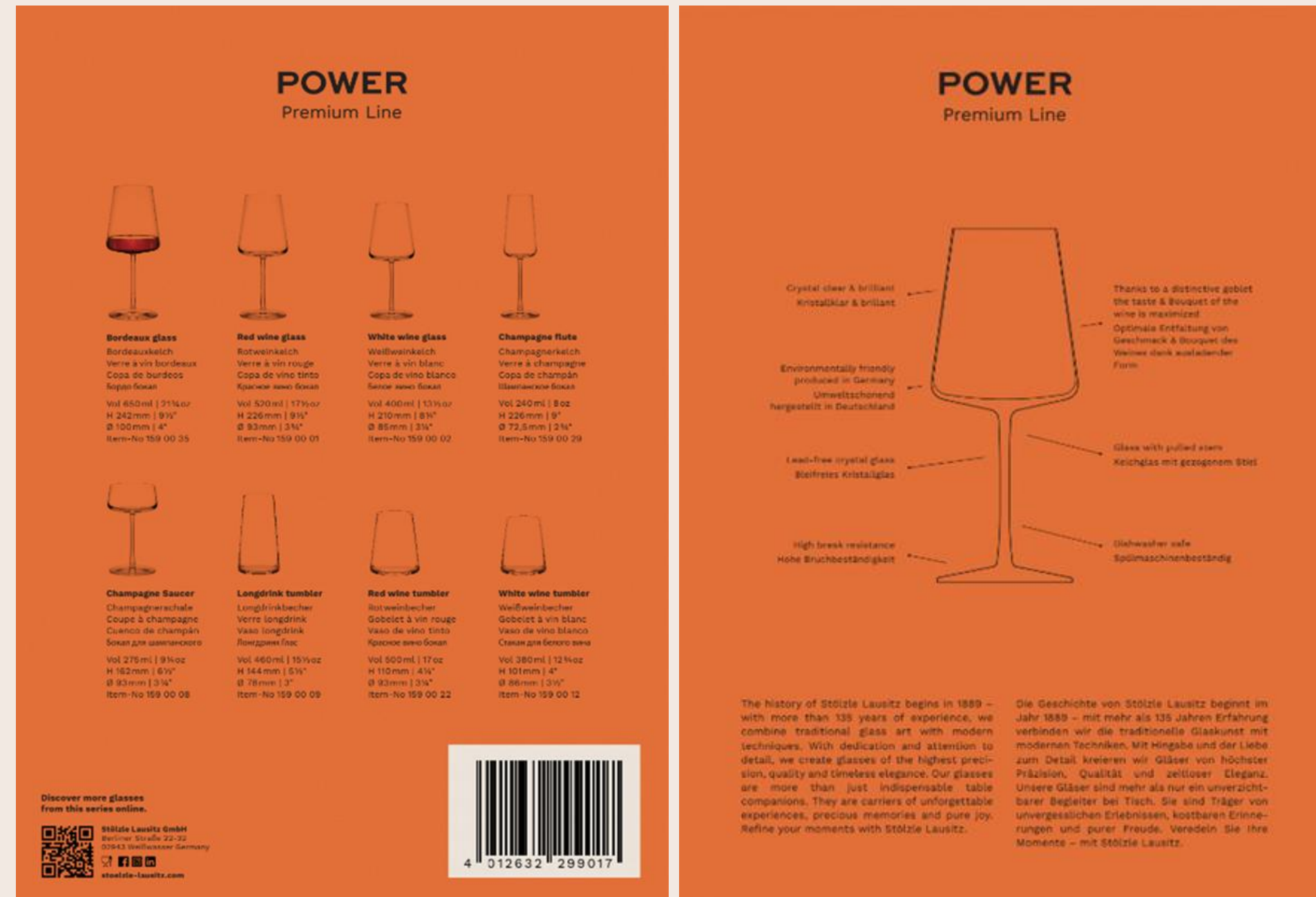
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PREMIUM LINE - STANDARD BOX DESIGN



- One side contains short text about the history of STL and the
- company in general as well as the USPs of the glass
- Other side contains information about other glasses within the line
- in 5 different languages: German, English, French, Spanish,
- Russian

CLASSIC LINE - STANDARD BOX DESIGN



- 6pcs set*
- Multicolor offset printing
- Outside fire orange & sand, text in black (no printing inside)
- Opening from the top (automatic carton)
- Front: glass filled and unfilled, with main sku information
- One side contains the USPs of the product and a text about the brand/company (in English & German)
- Second side shows the complete range in 5 different languages: German, English, French, Spanish, Russian

CLASSIC LINE - STANDARD BOX DESIGN



6pcs set



Multicolor offset printing



Outside fire orange & sand, text in black (no printing inside)



Opening from the top (automatic carton)



Front: glass filled and unfilled, with main sku information



One side contains the USPs of the product and a text about the brand/company (in English & German)



Second side shows the complete range in 5 different languages: German, English, French, Spanish, Russian





A close-up, artistic photograph of a glassblowing process. Molten glass is being poured from a vertical tube into a glass mold. A bright, intense flame from a gas torch is directed at the glass, creating a vibrant orange and yellow glow. The background is dark and industrial, with various metal components and tools visible. The overall atmosphere is one of craftsmanship and heat.

Stölzle Lausitz

BORN IN FIRE.

